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THE *Bayonet*

December 1949



THE STORE SANTA BELIEVES IN
— dressed in its Christmas splendour



THE *Bayonet*


*A Quarterly Magazine published in the interests of the Staff of the
Hudson's Bay Company Retail Store, at Winnipeg, Manitoba.*

**Editor, T. F. REITH Associate Editor, LILLIAN SWEET Photographs, PAUL HUNTER
Sports, J. SEWELL**

Assisted by contributors and Reporters from the Staff.

DECEMBER, 1949

VOL. 15, No. 1

 on behalf of the Winnipeg Retail Staff sends Cordial Christmas and New Year Greetings to Editors and readers of Company Publications across Canada and in London, England.

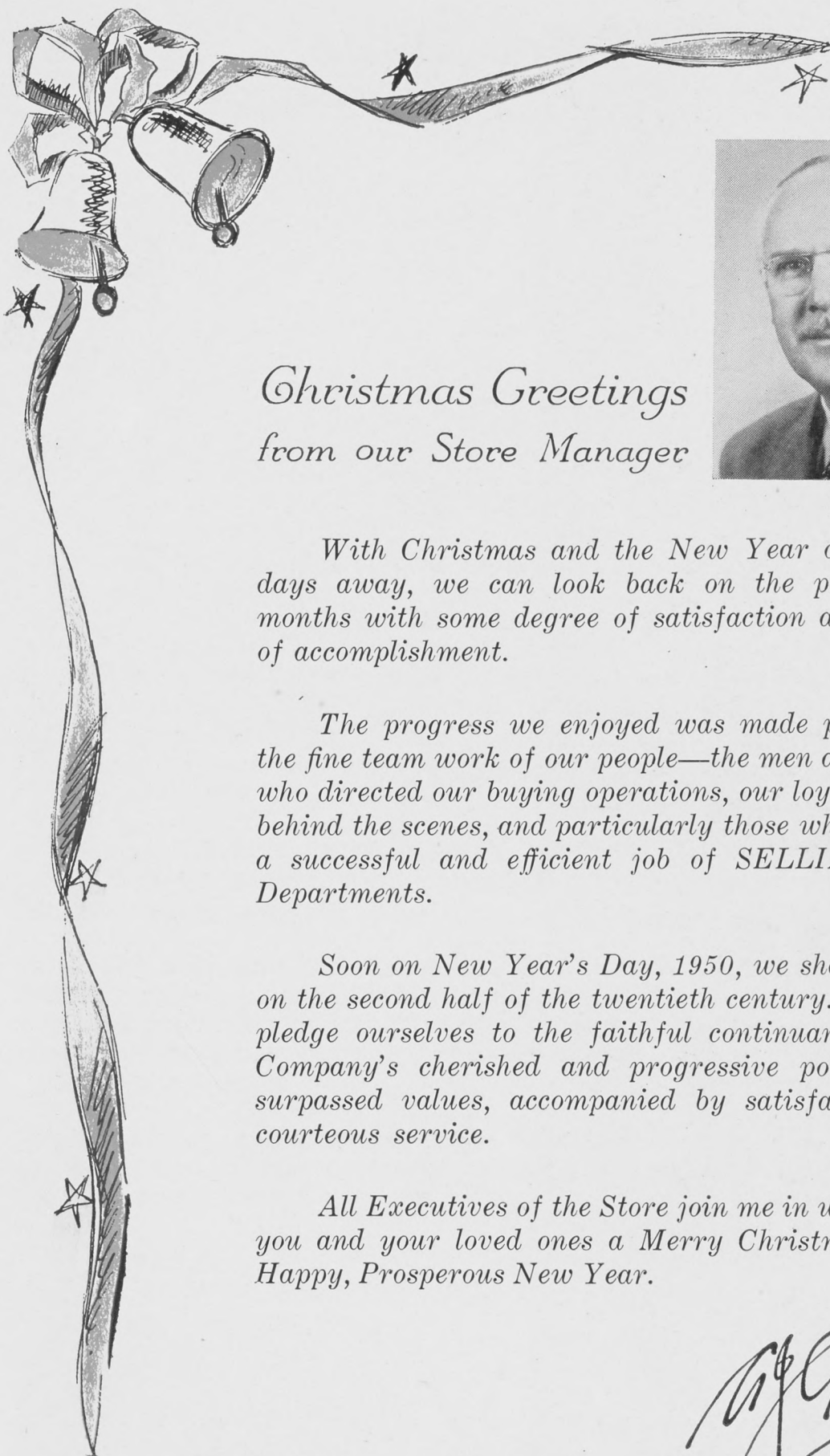
"THE BEAVER"—Hudson's Bay Company, Winnipeg, Man.
"THE BAY"—Staff Magazine, Hudson's Bay Company, London, Eng.
"THE MOCCASIN TELEGRAM"—Fur Trade Magazine, Winnipeg, Man.
"WHAT'S BREWING"—Wholesale Division, Winnipeg, Man.
"THE PARTY LINE"—Staff Magazine, Interior Stores, Winnipeg, Man.
"BAY BREEZE"—Edmonton, Alta.
"BEAVER TALES"—Calgary, Alta.
"THE BEAVER LOG"—Saskatoon, Sask.
"THE BAY BUILDER"—Vancouver, B.C.
"THE BAY WINDOW"—Victoria, B.C.

Long Service Employees' Party Postponed

The Annual Jamboree which long service employees look forward to with keen anticipation each Fall has had to be postponed this year. A committee was formed some months ago and started planning a bigger and better party than ever—but owing to Beaver Hall becoming the home of Toytown the affair was called off. However, the party will definitely be staged in February. We've been informed it's going to be a hum-dinger . . . so, have patience, old timers, you'll be notified! Get ready for "A Whale of a Time", in February!

Our Cover

—Shows the store bedecked in its Christmas Splendour . . . a colorful and unusual display of "Santa Claus" and "Christmas Candle" flags that has received wide and favourable comment. The interior Christmas decorations too, are especially gay and artistic this season, adding a bright, holiday air to the store that is both pleasing to the eye and lifting to the spirit. Norm Erickson and his staff of busy display artists are fully entitled to "take several bows" for a job that is a credit to the store! Well and ably done, Boys!



Christmas Greetings from our Store Manager



With Christmas and the New Year only a few days away, we can look back on the past twelve months with some degree of satisfaction and feeling of accomplishment.

The progress we enjoyed was made possible by the fine team work of our people—the men and women who directed our buying operations, our loyal workers behind the scenes, and particularly those who did such a successful and efficient job of SELLING in all Departments.

Soon on New Year's Day, 1950, we shall embark on the second half of the twentieth century. Let us all pledge ourselves to the faithful continuance of our Company's cherished and progressive policies—unsurpassed values, accompanied by satisfactory and courteous service.

All Executives of the Store join me in wishing for you and your loved ones a Merry Christmas and a Happy, Prosperous New Year.

Merry Christmas in Music

WITH 'HERB' BRITTAIN AND THE BAY CHOIR! By I. GISLASON



H. "Herb" Brittain

Long before most people begin "Dreaming of a White Christmas" a real Christmas spirit descends on a group of some 100 Bay employees. Once a week from early October until December they gather 'round genial conductor 'Herb' Brittain to sing the glad songs of Yuletide! It is indeed a bit of Christmas each Monday evening from 6 to 7 p.m. as music-loving sopranos, altos, bases and tenors blend voices in preparation for the Bay's carol programs that commence two weeks prior to Christmas and continue 'til Christmas Eve.

Under the excellent leadership of Mr. Brittain, the Choir has shown gratifying progress at each practice. Every week more and more carols are polished off and sung with added clarity of diction, well rounded tones, and better harmony balance. Mr. Brittain's choice of carols this year, is an exceptionally fine one . . . consisting of favourites old and new. Mr. Brittain has an interesting background of musical experience, both in the vocal and instrumental field. He is musical director of Radio Station CKRC and supervises music for radio shows, records and films.

His greatest enjoyment lies in the training of vocal groups . . . from trios to choirs, and it is our good fortune to have such a versatile musician as our choir conductor.

Mr. Brittain believes that Christmas music should be joyous and should be sung as such. This is reflected in the many appealing effects he has introduced to the carols to give them added colour and charm. To illustrate, here are a few of Mr. Britatin's ways of adding Christmas glitter to the singing:

The Changing of tempo for effective contrasts . . . alternating male and female voices when singing several verses of a carol, smooth phrasing, the use of full tones tapering off to soft pianissimos or vice versa, and stirring climaxes. Another appealing feature that is enjoyed by the Choir is the filigree-like humming adapted as a background for solo voice parts.

And now a word about this year's program. Every morning the program is ushered in and concluded with the lilting and melodious "Happy Holiday"—adapted from the song "Happy Birthday to you" arranged for part voices by Mr. Brittain especially for the Bay Choir. Another carol similarly arranged is the popular "White Christmas". Others include the traditional and lovely "Silent Night", "Adeste Fideles", "While Shepherds Watched", "God Rest You Merry, Gentlemen",

835
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"Deck the Halls with Boughs and Holly", "The Westminster Carol", "First Noel", and many more. Such favourites as "Away in a Manger", "Good King Wenceslas", "Hark, the Herald Angels Sing" are featured on Saturday programs and dedicated to children listeners. Other Christmas 'gems' in song include — "The Holy City" by Stephen Adams, "Oh, Holy Night" from the Fred Waring Library — both featuring tenor soloists.

For the second year, the choir offers the jubilant "Carol of the Bells", always a joy to sing with its clever staccato phrasing and charming rhythm.

Soloists this season are Jessie Krysanski soprano and John Rosen tenor. On December 12th the choir began its 18th season. With the fine support of "Mitch" Parks at the piano, and Frank Symons, playing Celeste and harp it is again enjoying a successful season. In addition to the usual program and the broadcast over CKRC an innovation this year is the broadcast by loudspeaker from the sixth floor, filling the air with glad Christmas music over a wide area of downtown Winnipeg.

It is of interest to note that a radio survey made last year gave the Bay Choir broadcast top ranking of all morning programs during the festive season.

For this proud record, we say "Congratulations" and "Thank You" to the devoted band of fellow employees who bring pleasure to thousands at Christmas. May they keep up the good work for years to come!

"HAPPY HOLIDAY", Everyone!



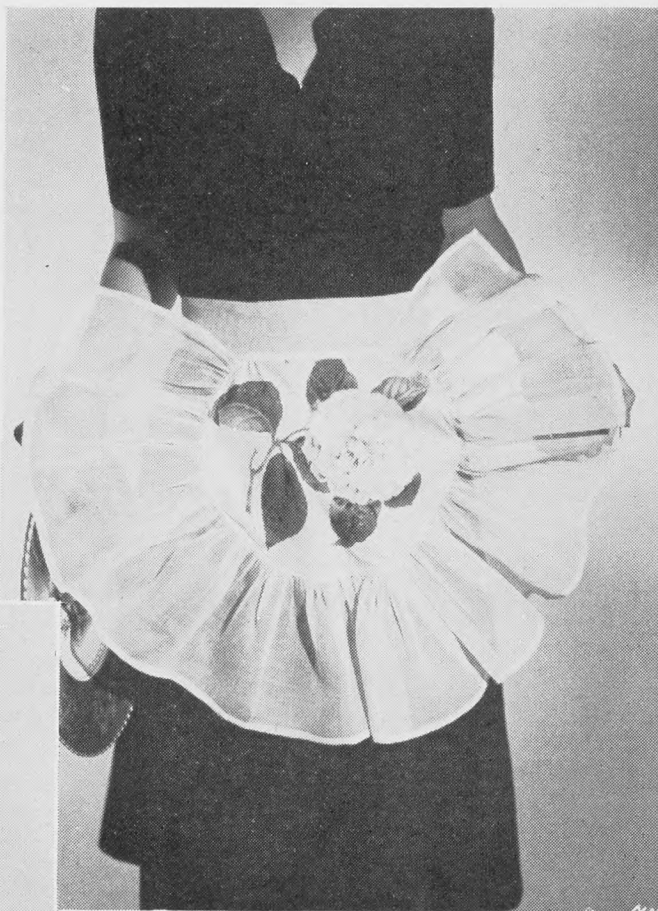
MAKE IT YOURSELF, IT'S FUN!

Because of the large number of feminine employees on the staff we thought that a section of the Bayonet devoted exclusively to their interests would prove popular. With this issue we introduce a few ideas in needlework . . . useful, usable things that you can make yourself in your spare hours. Instruction sheets, showing what materials are needed and explaining step by step how each article can be made by anyone with patience and simple needlework skill, . . . are available on application to Miss Sweet of Staff Relations in the Personnel office.

We hope this service will bring interest and pleasure through the long winter evenings to many of our readers. Make them yourself for yourself, your family, your home or for gifts!

MOST LIKELY TO SUCCEED!

For the entertaining that goes with winter time and visitors, a dainty apron will be invaluable to every fashion-wise homemaker. The one illustrated is made from a scrap of flowered chintz, and the crisp flounce and ties are of organdy. It's simple to do, and takes very little time so why not treat yourself to this bit of finery? Perhaps it will offer the solution to a shower gift.



NEAT TRICK IN FELT

A handbag treasure is one that is roomy, comfortable to carry, attractive and inexpensive. These four outstanding features will endear this felt shoulder bag to you. You can make it in any one of many beautiful felt colours. The wide gusset gives you ample space to carry many necessities without making the bag bulky. A clever touch is the hand strap that fits snugly on the shoulder to prevent slipping.

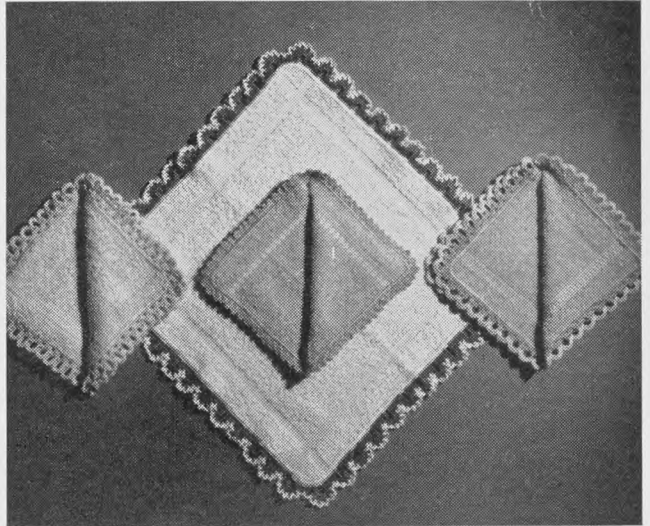


GET ON THE BANDWAGON

Vests are making big fashion news this year and they promise to become the schoolgirl's delight. Smart looking over long-sleeved blouses, they look equally well under suit jackets. This style is made with a plaid wool back and corduroy front — corduroy as you probably know is about the most popular fabric on the campus this year. You'll have fun making a vest like this for yourself your daughter or niece. The direction leaflet contains cutting diagrams and sewing directions!

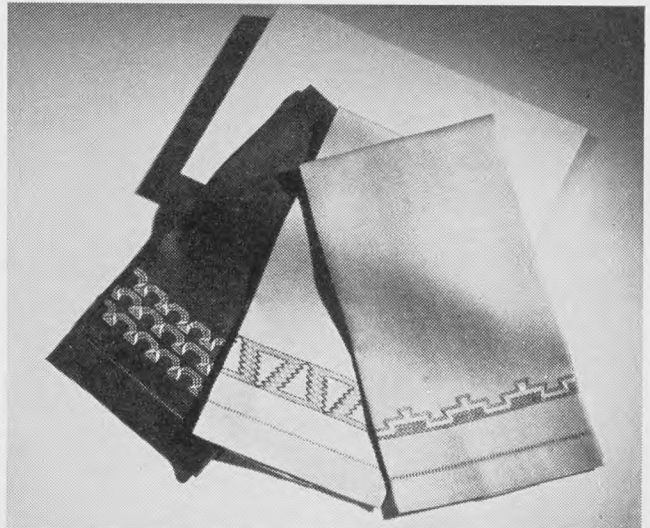
GIVE YOUR WASHCLOTHS A FESTIVE AIR

Even the lowliest of facecloths can assume a party air when pretty crocheted edgings, in blending or contrasting colours, are added to them. A lime green cloth edged in dark green and yellow, or a dusty pink cloth with a matching thread used for the trim are only two examples of the many attractive effects that may be obtained. They look pretty beside your guest towels; or perhaps you'll want to give them as gifts to some of your friends or relatives.



UNUSUAL DESIGN FOR GUEST TOWELS

A rather unusual and very attractive method of brightening ordinary huck towelling is Swedish darning. The designs are, as their name implies, darned into the towels in symmetrical patterns using gay colours of embroidery thread. A striking combination of colours can make ordinary towels an ideal gift for the modern-minded hostess; while more conservative shades will please the homemaker who favors the conventional!



GOING UP, PLEASE!

This cheery greeting uttered by our elevator girls has become pleasantly familiar to thousands of Bay customers.

Since the store changed from men operators to girls in 1938 (which innovation was another First with the Bay) "Going up, Please" has been their badge of office. Through the company's policy of promoting from the ranks the phrase seems to have taken on a double meaning . . . almost as if the girls were announcing their own futures. From the beginning we have always been proud of our girls . . . their good looks and good grooming . . . their smiling courtesy and air of confident efficiency. Most of them take elevator work with an eye to advancement. By after-hours study, observation, and reading they fit themselves to take on more responsible positions when openings occur.

Former operators are now scattered throughout the store doing many different types of work as smilingly and efficiently as when they wore the trim elevator uniform. On these pages we picture elevator girls who have made good in selling, in office work and in service divisions.



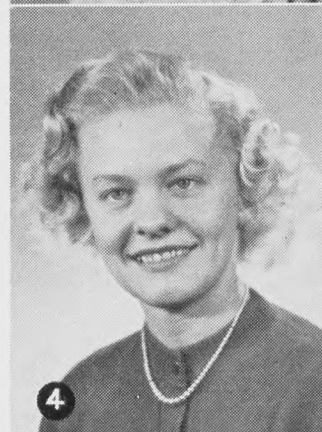
1.—**Bertha Rathwell**, now employed in the Telephone Room began in Bay Service in 1943. Likes skating, swimming and riding. A hockey and rugby fan. Sings in the Christmas Choir. Has always taken an active part in Beaver Club activities.



2.—**Doreen Stroud**, began with Elevators in 1947. Became a Salesclerk in Dresses on Fashion Floor this Summer. She likes to skate and enjoys knitting as a hobby.



3.—**Edith Marshall**. Has been with the Bay 5 years. Transferred from Elevators to Traffic in 1945. Likes to ski and is a keen hockey fan.



4.—**Minnie Reenders**. Another member of Telephones after a year or so with Elevators. Started her service in 1947. Sings in the Choir.



5.—**Lois Pritchard**. Has been selling Lingerie since 1946. Joined the staff as Elevator Operator in 1944. Her hobbies include bowling, skating, dancing and basketball.



6.—**Doloris May**. Began with Elevators in Jan. 1948, transferred to Gloves in Sept. 1948. A sports lover . . . enjoys bowling, swimming and tennis. A member of the Choir.



7.—**Lil. Petrie** has been an employee for 9 years. Was elevator supervisor 1944 to 1948. Now in the Candy Dept. Was Mistress of Ceremonies in the Stores War-time Concert Party and in Beaver Club Shows. An accomplished dancer. Likes golfing and riding and plays the accordion.



8.—**Mrs. Quinn** (nee Nadia Fochak) began with Elevators in 1939. Transferred to Staff Training in 1941, now heads this division. Her hobbies are Handicrafts such as needlework, knitting, rug making. She's also a musician and singer.



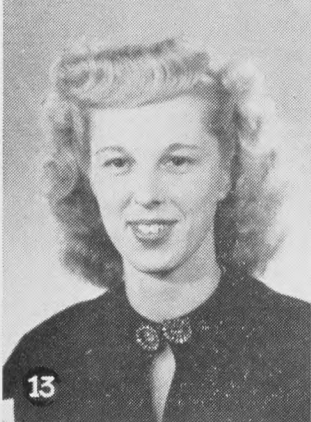
9.—**Frances Kolticka**. Joined staff with Elevators in 1946, transferred to Basement Shoes as sales-clerk in 1948. Likes bowling, cycling and baseball.



10.—**Olive Kissell**. A member of Personal Shopping. Has been with the Bay 7 years. A lover of music. Enjoys skating and attending hockey and rugby games.



11.—**Ethel Marks**. Started as Elevator girl in 1947. Transferred to Basement Hosiery in 1949. She swims, skates and is a keen hockey fan.



12.—**Audrey Hales**. Joined the staff with Elevators April 1945 and worked there until October 1946. An employee of 6½ years service. She now sells in Ladies' Gloves. Enjoys swimming, bowling, skiing, music and dancing. A rugby and hockey fan.



13.—**Elsie Denewith**. With Elevators 1946 to 1949. Was recently transferred to the 'Phone Room. Likes swimming, bowling and dancing.

14.—**Dorothy Bellows**. Joined Bay service as Elevator Operator, Sept. 1946. Transferred to Coal Office Jan. 1948. A roller skater and bowler . . . hockey and rugby fan.



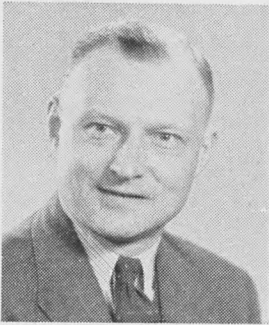
These are but a few of our girls who began their retail life as Elevator Operators . . . we were unable to feature others in this issue. However, we wish them all happiness and continued success!



H. Brock Smith



E. I. Cummings



B. M. Draper

Congratulations!

16 more employees receive Long Service Medals, Extra Holidays and Cash Awards for Long and Faithful Service.

OCTOBER

Halparin, Miss K.	Women's Shoes	20 yrs.
Milroy, James	Delivery	20 yrs.
Maughan, A. A.	Bsmt. Men's and Boys' Clothing	20 yrs.
Lane, A.	Painter	20 yrs.
Sweet, Mrs. L.	Personnel Office	15 yrs.
Draper, B. M.	Div. Mdse. Manager	15 yrs.

NOVEMBER

Gelley, Miss E.	Toiletries	25 yrs.
Marquis, Mrs. A.	Housewares	25 yrs.
Ferris, T. A.	Delivery	25 yrs.
Souter, J.	Maintenance	20 yrs.
Cummings, E. I.	Optical	15 yrs.
Gray, Mrs. C.	Bakeshop	15 yrs.

DECEMBER

Bale, J.	Plumber	25 yrs.
Irvine, D.	Restaurant	20 yrs.
Smith, H. Brock	Sales Promotion Mgr.	20 yrs.
Mills, A.	Furniture Packing	10 yrs.



Mrs. C. Grey



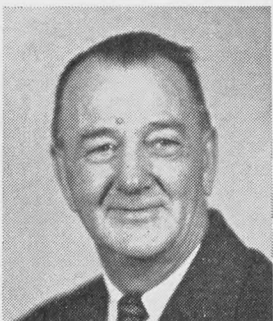
Mrs. L. Sweet



Miss E. Gelley



J. Milroy



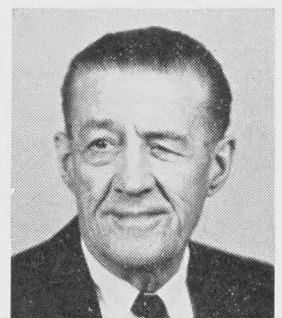
D. Irvine



J. Souter



A. A. Maughan

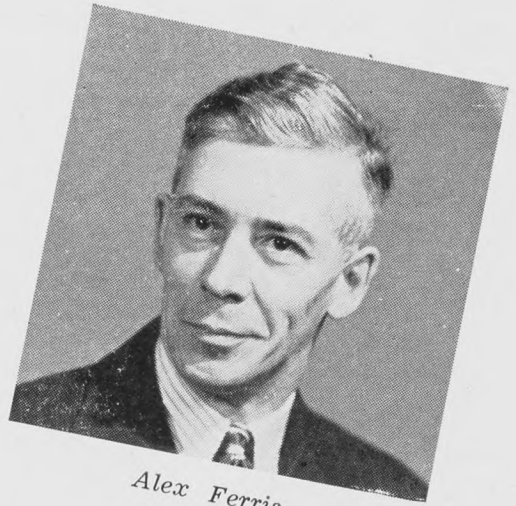


A. Lane

Alex Ferris (25 Years)

By C. HAMMILL

Twenty-five years ago this November Alex Ferris started work in the Delivery Dept. of the old HBC store on Main St. Newly arrived in Winnipeg from his home in Treherne, Manitoba, Alex was still a lad in his teens. At home he had worked in the local general store and in the butcher shop—after school hours, of course. His first Bay job had him wheeling groceries, meats, and provisions to the Delivery. From here he progressed to the marking room and shipping room, with short stops in the receiving yard, china packing, and carpenter shop. Then there was a period of over ten years when Alex spent his working hours packing and crating furniture. Two years ago last May Alex returned to his first love—the Delivery Dept. Today he is a supervisor in the belt room. "I like my job," says Alex, "and I get out on the trucks occasionally." Alex is married and the proud father of two sons.

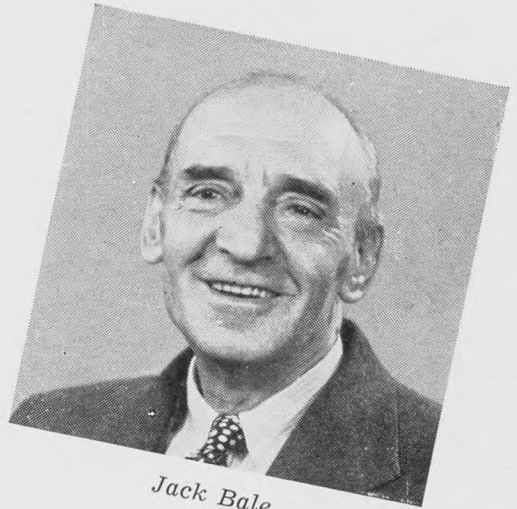


Alex Ferris

Throughout his long service, Alex Ferris has fulfilled his many and various duties efficiently and well. Many more years of service are ahead and all his fellow employees join in congratulating him and wishing him every success in the future.

Jack Bale (25 Years)

A veteran employee who is receiving congratulations from a wide circle of friends is popular Jack Bale of the Engineering Department. This month he marks 25 years service as the store's plumber. As a trouble fixer Jack is tops and he goes about his job with a willing and cheerful spirit at all times. Mr. Bale keeps young by indulging in Curling and Billiards. Being an old soldier, he takes an interest in Legion Affairs. Here's hoping that Jack Bale can carry on in good health for further useful years in Bay service!



Jack Bale

A Doctor's Diagnosis By P. F. JACOBSEN

Standing behind a counter all day gets monotonous at times . . . you talk to the same people who ask the same questions about the same shirts, you smile and say thank you time after time when they take their parcels. But once in a while a customer breaks out of pattern and your interest in your job is revived. One day this Fall a man walked up to my counter with a kind of apologetic smile on his face. He was tall, middle aged and had pleasantly plain features. With a slight hesitation in his speech he said "Say, can you tell me what size shirt I ought to wear? I think this one is too tight!" He pointed to where his tie hung off one side of his unbuttoned collar.

It only took a minute to measure his neck and tell him his size. "Well he said, you'd better give me two whites, that size!" Then he seemed to relax a bit and confided in me, in a half humorous tone. "You know, I was sick for a long time and I've been wearing smaller sizes in my clothes. Couple of months ago I started gaining weight and felt a lot better, but was bothered by a sort of pressure on my throat. Finally it got so bad I went to see a doctor today. He checked me all over and asked a lot of questions. Then he told me I was healthy enough in most respects, but if I wanted to get rid of the pressure on my throat, to come down here and get this prescription filled." With a grin the man handed me a crumpled paper he had been holding. It was the usual doctor's prescription blank, in the usual doctor's scrawl, but this time it was written in English and said "Get yourself some shirts that fit."

Personality Sketches Of Popular Employees

By A. GIBBS



NO. 15—LIL MARZETTE

If you're depressed you might try buying a pair of shoes from Lil Marzette in the Women's Shoes on the second floor. She's gifted with a pleasant personality that's happily contagious when you converse with her. And she knows her shoes too. She's been selling them in the Bay for nigh on twenty years.

Lil was born in Lac Du Bonnet in Manitchba, but was raised and educated in Winnipeg. She began her Bay service twenty-three years ago with the Cashiers and Wrappers in the Old Store, where she stayed for an entire week before coming to the present Store.

Her long sales experience has made her adept in the art of selling smilingly and courteously. She even had the interviewer talking animatedly about his own life instead of hers.

Lil is just a shade taller than the average woman. She dresses smartly and speaks easily. One characteristic is her real sense of humour, she looks on the light and bright side of things.

An enthusiastic bowler, Miss Marzette is not at all discouraged at not having reached the money bracket for some time. In off moments she turns a hand to petit-point. She has served two terms on the Beaver Club Executive.

Here's wishing you continued success Lil, and a hope that your customers' toes will be as pinch-free as they have been in the past.



NO. 16—BILL STAINTON

Every penny the Bay pays out for goods received and services rendered, for freight and customs duties, from thumb tacks to boilers, must pass beneath the Scrutinizing eyes of Bill Stainton, Supervisor of the "Accounts Payable." He and his far-flung staff of twenty-two perform a mighty job of keeping balance sheets for each department, tallying and recording all money spent, making claims, clearing freight bills, arranging buyers' trips, and so on to a list that would fill this page.

Bill was born in Brandon, Manitoba and joined the Bay some twenty-two years ago. He has occupied divers positions in that time, such as doing research work in Grocery, keeping charge of Sales Records, Assistant Manager of Boys' Clothing etc., etc.

Bill is short and singularly well proportioned. His speech is precise and business-like, indicating extensive reading, which is one of Bill's hobbies. In winter Bill is an enthusiastic skier and in summer a keen golfer. He has served as vice-president of the Beaver Club.

Grass hasn't much chance to grow under Bill's feet for with an eye to the future he is continuing his studies this winter, in Cost Accounting.

Good-luck to you Bill, may your future bring further success and happiness!



Santa Calls It A Day!

For many years, Christmas after Christmas, Fred Parker our oldest employee in length of service, has disguised himself in flowing white beard, wig, bright tunic and top boots and acted the part of Store Santa Claus. Through the years he has done a remarkable job, bringing joy to thousands of our younger customers. To them he is Santa Himself, a real and kindly friend. He gives them all a cheery welcome, listens to their whispered wishes, and sends them on their way sure in the knowledge that Christmas is still the most wonderful time of all the year. Fred Parker has a way with the young that invites confidence springing from a genuine love and understanding of children.

This year, when Fred was asked to take his usual role he said he would be delighted to act—but this season would have to be his last. "I'm not getting any younger he said." It's a hot and tiring job and I think I'll call it a day!" And so we must look for another Santa next season and it won't be easy to find such a 'natural' as Fred Parker. On behalf of the Store we say "Thanks Fred, for a Grand Job! You've been a wonderful Good Will Ambassador!"

Obituary

"The Bay" Staff Magazine of Hudson's Bay Company in London, reports the death, after a long illness of Sid Kauffman. Old employees and pensioners will remember Sid Kauffman as a stout and jolly fellow when he served in Winnipeg as head of the Marking and Receiving Room. His service with the Company extended over 35 years, in Winnipeg, Montreal and London. Our sincere condolences are extended to his relatives!



New-Look Windows

A big job recently completed was undertaken to enhance the appearance of the store. This is the Venetian Blind effect given to the windows overlooking Memorial Boulevard and Vaughan Street. To accomplish this 15 and 20 bars, each 2 inches wide and upright strips representing the tapes, were sandblasted on the window panes. A total of 448 windows were treated in this way. Just to point out the huge size of the store we had the engineer's office do a little calculation for us and here's what we found out. If the sandblast strips were laid end to end they'd stretch from Memorial Boulevard to out beyond Transcona, a distance of 7 miles—a "blasted" long way we'd say! The result is decidedly pleasing whether viewed from the outside or inside.

Blood Bank

At a breakfast supplied by the store and the Red Cross, held in the Georgian Room, November 15th, the Winnipeg Junior Chamber of Commerce launched a drive for 15,000 blood donors. We are glad to report that the staff lost no time in backing up this fine effort. The men and women of the store to the number of over 200, rallied to the call to donate a pint of the "Miracle Fluid". Thanks are due to all . . . from the Red Cross and the Junior Chamber of Commerce.



Traffic Office Outing

July 27th, 1935

See how many of these happy people you can recognize. Some are still well known store figures today . . . a little older and more care-worn perhaps. It was a grand party we'd say judging by their happy smiles. Here are their names . . . D. Coulter, H. Sidney, McGeachey, S. Matheson, G. O'Brien, R. Leeming, M. Wallace, I. Murray, E. Burnett, M. Nichol, R. Reading, A. Porter, A. Palmer, F. Morton, L. Sweet, Mrs. Sidney, M. Morton, D. Borony, W. Stainton, C. Williams, M. Muller, Sylvia Hunter, C. Gray, M. Curl, J. Hunter.

Looking Backward

CLIPPINGS FROM THE BAYONET
10 YEARS AGO

AMATEUR NIGHT (December, 1939)

A treat was given by store management to the restaurant staff for their willing and faithful service during the Christmas Season and at the big Staff Party.

After a sumptuous banquet with cooks and waitresses sitting in state while department managers waited on them, a hilarious programme was presented.

Real talent was uncovered from the restaurant staff, for instance **Flo. Villiers**, comedienne and waitress, and **Earl Sanford**, Bakery, piano accordion.

The comic boxing match between **Ethel Jaggard** and **Winnie Johnston**—referee **P. Blow**, seconds **Martha Jamieson** and **Flo Villiers**—timekeeper "**Butch**" Clarke, was a whiz.

Norm Douglas was chairman of this memorable affair.

Winnipeg enjoyed a Green Christmas in 1939. Golfers were out on the fairways on Christmas Day . . . at the same time skaters were trying out their blades on the Assiniboine River. Boxing day saw snow and zero temperatures arrive to stay,

Page 12

Tied for leadership in the Curling League —10 years ago— were these familiar skips —**F. Parker, D. Johnstone, A. Bussell, L. Jones, G. Ferme** and **T. Reith**.

"The Dresses and Sportswear looked like a swimming pool in December (1939) after **Papa Deeks** had said farewells. "**Joe Dokes**" was No. 1 man on the Third Floor and pretty high-ranking anywhere in the store. It was tough to lose him to the wiles of Mt. Royal and St. Catherine St. He departed to take charge of our Buying office in Montreal.

Remember these PROMOTIONS AND TRANSFERS ANNOUNCED DEC. 1939?

Mr. H. S. A. Johnson from Calgary to Divisional Merchandise Manager, Winnipeg Store. (Mr. Johnson is now store Manager at Edmonton).

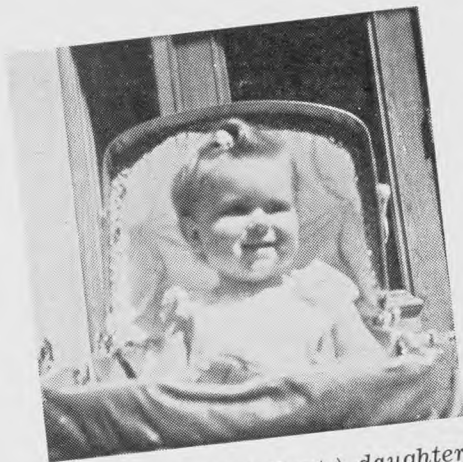
J. E. McRAE from Calgary store to Assistant Personnel Superintendent, Winnipeg.

J. A. Cannon, D.M. Flower Shop, Winnipeg to Dept. Manager Candies and Tobacco, Vancouver Store.

Miss I. Reid, Sales Clerk, Winnipeg to Acting Manager, Flower Shop, Winnipeg.

R. E. Sheen, H.S. Stationery, Winnipeg to A.D.M. Stationery, Winnipeg.

A Few Young Bayites And Some Pets



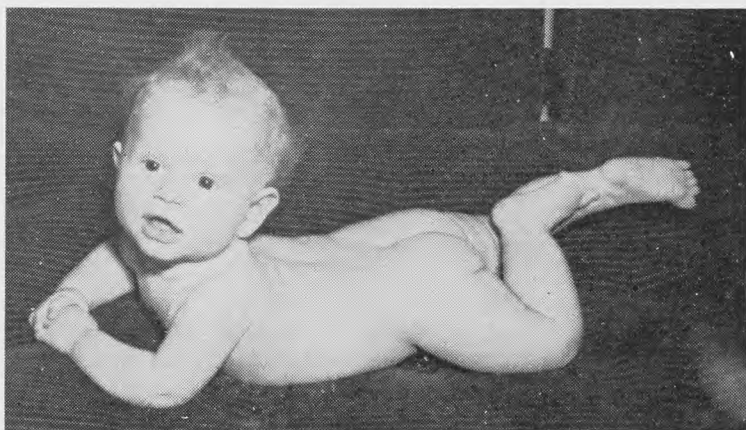
Ray Jones' (220 Dept.) daughter
Muriel at 8 months.



"Duff and Fluff" Pets of
W. Ferguson, Bake Shop.



Marilyn, Muriel's big sister ...
Ray Jones (220 Dept.)



Lawrence, chubby 5½ month old son of
W. Stubbe, Bake Shop.



John and his Boston Terrier Pet, 9 months.
Son of J. Byers (110)



Memories of Summer. Normalyn,
cute daughter of Norm Erickson,
Display.



Brian Patrick St. Goddard,
at 1 year, happy grandson of Pat Sleavin,
(Men's Clothing)



Lynne and Jimmie, the pride of
Jim Bailie, (Display)

KNOW YOUR MERCHANDISE!

About VENEERS

Webster's definition of Veneer is this . . . "To overlay or plate with a thin layer of a finer or more valuable kind especially of wood, for outer finish or decoration; hence to coat or face so as to give a superior surface."

Many people still cling to the false notion that veneered Furniture is inferior. This is far from true, for today over 90% of case goods Furniture sold in retail stores, from the lowest to the highest priced, is surfaced with Plywood Veneers.

Modern technology, using plastic adhesives and the knowledge that wood laminations have tremendous strength, has opened up new frontiers. By using three, five, seven, or similar odd numbers of plies, each at right angles to the adjacent ply, a balanced construction results that gives maximum strength and rigidity with minimum weight. Plywood is stronger than any ordinary piece of wood—stronger in fact, weight for weight—than steel.

Beauty too, has kept pace with utility. Skilled designers have combined their talents with those of production experts until today plywood is used for furniture, radios, trailers, pianos, aircraft, watercraft, store equipment, etc.—in uses both structural and decorative that total well over two thousand.

The making of wood veneers is a fascinating and interesting story. In mill yards, selected stumps and logs are trimmed and plunged into steaming vats for softening.

Marvellous machines then slice off the sheets of beautiful veneer.

After drying, skilled artisans match and tape them together, and intricate, accurate machines spread on a film of scientifically compounded glue.

The sheets are pressed onto a strong and rugged core. Sanded and polished, these beautifully faced plywood panels are ready for the artistry of the cabinet maker.

The art of Producing and using veneers dates back to the earliest days of civilization. In the tombs of the Pharaohs, sealed from the outside world 3,500 years ago, have been found perfect specimens of Plywood furniture, caskets and jewel boxes. Babylonia and Assyria continued to advance the art of Veneering and history records that veneer was used extensively by the early Romans.

But, whether in Ancient Lands or in Europe as late as the reign of Louis XV, Veneers were a luxury reserved for the rich.

Today, however, modern machinery and skilled craftsmanship bring within reach of all, beautiful veneer furniture that once was the privilege of the few.

Next time you're on the Fifth Floor, examine some of the fine suites displayed there! You'll see that the majority of the furniture is not solidly constructed from walnut, mahogany or similar fine woods, but is faced with richly grained, cleverly matched veneers which give them distinction, beauty and greater value.

"Super" Party Enjoyed By Superintendent's Division

On Wednesday, December 7th members of the Superintendent's Office held a party in honour of R. S. Carey and Malcolm MacKenzie. Mr. Carey received felicitations on his elevation to the post of Operations Superintendent of the store and Mr. MacKenzie was welcomed back to the Winnipeg Staff as Personnel Manager.

The evening started with dinner and ended with dancing . . . and sandwiched between was a clever skit written by Bill Gregory and put on by Messrs. Dampsy, Gregory and Chettle. All in all it was a merry affair greatly enjoyed by all present. We are happy to greet Mr. MacKenzie and pleased that Mr. Carey has advanced one more step in his store career. Those present, besides the guests of honour were: Misses. J. Meadows, P. Neil, E. Cougnon, M. Jeanes, M. Whitworth, C. Blunt, M. Hall, N. Fochak, L. Sweet. Messrs. J. E. McRae, W. E. Calder, R. Matthews, M. Chettle, W. Gregory, D. Dampsy, A. Kerr, Dr. Ross Cooper and L. Bridge.

PROMOTIONS AND TRANSFERS

LAST POSITION

NEW POSITION

Rathwell, D. W.	H.S. Boys' Wear	to	A.D.M. Boys' Wear
Ralph, C. M.	H.S. Housewares	to	A.D.M. Housewares
Sheen, R. E.	Calgary Store	to	Controller, Winnipeg
Murray, A. R.	Asst. Pers. Supt.	to	Pers. Supt., Victoria
Peterson, J. D.	First Asst. Adv.	to	Adv. Mgr., Edmonton
Castling, R.	D.M. Men's & Boys' Furnishings	to	Toronto Buying Office
Baker, N. E.	A.D.M. Men's Furnishings	to	D.M. Bsmt. Men's & Boys' Furnishings
Clawson, J. A.	A.D.M. Bsmt. Staples	to	A.D.M. Men's Fur.
Morris, Miss A.	D.M. Bsmt. Chil. Wear	to	Edmonton Store
Palmer, K. N.	A.D.M. Chil. Wear	to	D.M. Bsmt. Chil. Wear
Balls, F. N.	D.M. Boys' Wear	to	Retail Stores Office
Pollard, E. B.	A.D.M. Men's Clothing	to	D.M. Boys' Wear
Byers, J. A.	H.S. Better Dresses	to	A.D.M. Better Dr.
Forsyth, D. A.	Mdse. Office Asst.	to	A.D.M. M. Clothing
Burton, H. M.	Mdse. office Clerical	to	H.S. Sportswear
Farr, M. G.	Mdse. Office Clerical	to	Mdse. Office Asst.
Nash, D. A.	A.D.M. Higher Priced Coats and Suits	to	A.D.M. Popular Priced Coats and Suits
Cherry, Miss M.	H.S. Bsmt. Millinery	to	H.S. Millinery
Neufeld, C. J.	Mdse. Office Clerical	to	Mdse. Office Asst.
Newsome, G. E.	T Children's Shoes	to	Children's Wear
Brown, H. J.	A.D.M. Women's Shoes	to	A.D.M. Un'wear
Smith, J. G.	Mdse. Office Asst.	to	A.D.M. Men's & Boys' Shoes
McLeod, G. P.	H.S. Men's & Boys' Shoes	to	H.S. W. Shoes
Jefferies, A. D.	Interviewer, Credit	to	First Asst. Credit
Argue, E. C.	First Asst. Credit	to	Vancouver Store
Carey, R. S.	Personnel Supt.	to	Operations Supt.
MacKenzie, M. H.	Pers. Supt., Edmonton	to	Personnel Mgr.
Reid, Miss M. I.	D.M. Art Needle	to	Victoria Store
Calder, W. E.	Bldg. Engineer	to	Chief Engineer
Matthews, R.	Sup. of Mechanics	to	Bldg. Supervisor

A.D.M. Assistant Dept. Mgr.; H.S. Head of Sales; D.M. Dept. Mgr.



ANN MORRIS began her store life as an elevator girl in 1939. Several years later she was transferred to Tobaccos as Salesclerk and from there was promoted to the Juveniles. By diligent work she became Assistant Mgr. and was made manager of Basement Children's Wear about a year ago. Now Ann has earned further promotion . . . a transfer to our Edmonton Store last month. Congratulations, Miss Morris and best wishes from your Winnipeg friends!

Congratulations Bob!



R. CASTLING was transferred to the Toronto Buying Office last month after serving in Winnipeg for eight years. Bob started in Delivery in 1941, saw 4 years war service in the Navy and returned to work in the Sporting Goods in 1945. He later served as Merchandise Office Clerical and in Notions. Was appointed Dept. Manager, Men's and Boys' Furnishings in 1948. "All the best, Bob" from your host of store friends!

WELCOME RON! A former Winnipegger, **Ronald Sheen** has been kept busy handshaking during the past few weeks as old friends welcomed him back to the store. Mr. Sheen is our new Controller coming from a similar position at Calgary. His rise to high ranking has been rapid. He started as a trainee in Winnipeg a little more than 11 years ago . . . and was Clerk and Assistant Manager in Stationery for some years before being transferred to Calgary. Best wishes Mr. Sheen for a pleasant and successful future in Bay Service!

J. H. SMITH, Controller for the Winnipeg Store for many years needs no introduction. Mr. Smith was promoted to Head Office in November and now keeps a watchful eye on a wider field of the Retail Stores' Financial operations. We are sorry to lose Mr. Smith but wish him a full measure of success in his new position.



PLAY TIME

Beaver Club Mixed Five-Pin Bowling League

By J. SEWELL

Browsing through early copies of the Bayonet, we found that the earliest mention of Mixed Five Pin Bowling was in 1936. Since then the Bowling Club has grown year by year until now it has the largest membership of any group in the store. This year, interest is as keen as ever and we are expecting all past season's records to be passed, both in attendance and scores. With the first part of the regular schedule concluded here are the leaders.

FIRST

Andy Ferson, Tom Jones, Norma Ross, Fred Hawryluk, Francis Brennan.

SECOND

Don Forsythe, Earl Pollard, Doreen Carr, Enid Enberg, Clarence Morris.

Some fine team and individual scores have been made thus early in the season.

TEAM HIGH SINGLE

K. Stewart 1157

TEAM HIGH SINGLE WITH HANDICAP

K. Stewart 1257

TEAM HIGH THREE

C. Walchuk 3107

TEAM HIGH THREE WITH HANDICAP

C. Walchuk 3392

MEN'S HIGH SINGLE

C. Moore 347

MEN'S HIGH THREE

A. Ferson 874

LADIES' HIGH SINGLE

F. Ulliyot 328

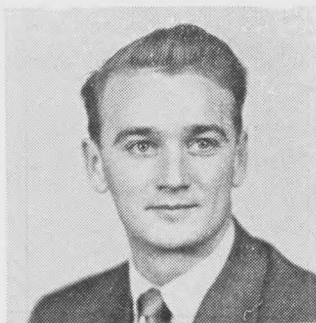
LADIES' HIGH THREE

F. Ulliyot 806

Golfers Make Merry At Season's End



Frank Spiller



Norm Coley



Flo Ulliot

On Monday, October 17th Beaver Club Golfers said farewell to another successful season at a dinner party and dance in the St. Charles Hotel. President Bill Hicks made an efficient chairman and was supported at the head table by Vice-Presidents J. Neufeldt (Men's Section) and Mrs. Ada Sharman (Women's section), Secretary M. Binnions. J. Sewell (Beaver Club), J. C. McRea, Lil Sweet, R. S. Carey, and I. Telmer.

After the dinner Mr. Hicks reviewed the season's activities. These included the Spring and Fall Field Days at Pine Ridge, the mixed two-ball foursomes in June and September at Sandy Hook, the annual handicap tournament for the Beaver and G. F. Klein Cups and the Women's Competition for the Lady Hudson Trophy.

All these events received good support from club members but Mr. Hicks regretted the fact that many golfers in the store failed to support the club and thereby missed much pleasant play and good fellowship. "With a staff the size of ours" said Mr. Hicks "there was scope for a club 200 to 300 strong instead of the mere 150 as at present." He appealed for a greater attendance and more store-wide interest at the general meeting next Spring.

For the information of members the secretary stated that \$600.00 had been spent on Golf activities this year and thanks to support from Beaver Club funds the club had finished the year on even terms.

Before proceeding with the prize presentations three special guests were welcomed, viz Mr. Bert Deeks, manager of the Company's Montreal Buying Office. Mr. A. Burnett of the Toronto Buying Office, and Mr. Vic Bray, Manager, Winnipeg Buying Office. All are former members of the Winnipeg staff, Mr. Deeks having been on the Beaver Club golf committee before moving East.

Jim Sewell, representing the Beaver Club was called on to present the Beaver Cup and the G. F. Klein Cup for runner-up to this year's winners, namely Norm Coley Beaver Cup and Al Dack the Klein Cup. The final 36-hole match for these trophies was played over Southwood and

Niakwa and was closely contested. In congratulating Norm Coley, Jim Sewell pointed out the long and honoured history attached to the Beaver Cup. It is the store's oldest trophy having been bought in 1923 by a group of sportsmen on the staff of the old Main Street Store and has been in continuous competition every year since. "Many 'illustrious' names are on its plaques" said Mr. Sewell, "Such golfers as G. F. Klein, Bill Calder, T. F. Reith, A. Graham (Linoleums) Bill Hicks, E. Northwood, Hal Eidsvig and others."

Mr. I. Telmer was called on to present the L. H. Benjamin trophy, played in two 18-hole medal rounds at Pine Ridge. This was won for the second time by Frank Spiller with scores of 81 and 79, both rounds being played on windy days. "Mr. Spiller by this performance has proved without doubt that he is the store's leading golfer" said Mr. Telmer. The presentation of the Lady Hudson Trophy was made in a most capable and witty manner by Mr. Bert Deeks. Flo Ulliot, Beauty Salon is the worthy winner of this fine trophy for 1949, her second success, the runner-up cup going to Elsie Powell.

Harold Eidsvig, Manitoba's leading professional golfer, a former Bay employee, and winner of the Governor's trip to Vancouver was called on for a few remarks. He then presented prizes to the winners of the Fall Field Day, 1st prize to T. Beckstead, 2nd prize to popular Bob Place . . . "My first prize in 20 years of trying," said Bob.

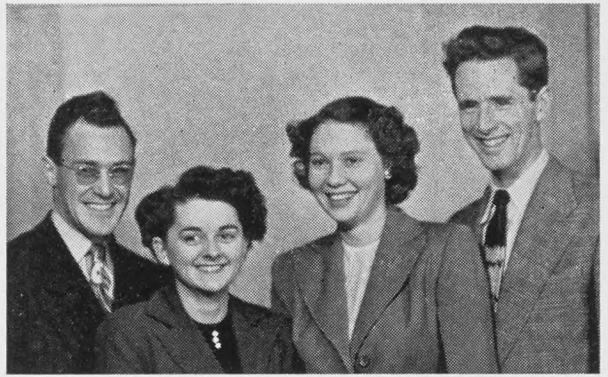
The rest of the evening was spent reminiscing around the "19th hole" and in dancing!



Group of Store Golfers at the Sandy Hook Field Day in September.

SKI CLUB

On October 5th, the store's would-be skiers met and elected their officers as follows—Irv. Jones, President; Murray Binions, Vice-President; Leone Young, Secretary and Thelma Daniels, Treasurer. They are pictured at right and here is what they have to say.



"Well skiers, we have a few plans in store for you this year! Our scouting party has found a new place where we are planning on going at least for a trip, perhaps two, if our bank account can stand it.

The new haven in the woods is at Falcon Lake on the road to Kenora and we will be guests of the newly formed Ski Club there. Of course we must plan on a trip to Kenora too for who would miss a Saturday night there—(who mentioned skiing?)

As soon as that first good snowfall stays around for more than a week,

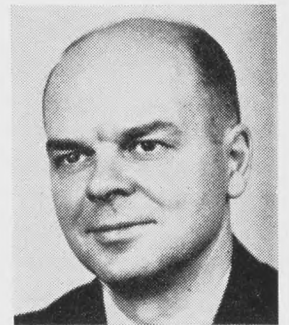
we will all be after Bill Stainton to get the buses rolling. We have also planned for skiing on Wednesday afternoons which also includes instruction for the novice.

Join the Beaver Ski Club this year and you will bemoan the fact that our Manitoba winters are much too short."

The Ski Club held its first get together on Tuesday, November 29th, in the form of a dance at the Civic Caledonian Club and everyone had a grand time.

Horace Short Heads Curling Club

At a well attended meeting in the Staff Lounge, October 18th plans were laid for the store's 1949-50 Curling Season. Election of officers resulted as follows: Horace Short, President; Don Rathwell, Vice-President; Herb Cardno, Secretary Treasurer and Tom Reith, Publicity. League play for the Norman Douglas Cup will take place every Wednesday at the Strathcona Rink. At the finish of League play the Art Johnston Trophy will again be up for competition in a special event. The club fee has been set at \$5 a member and about 50 curlers on the staff have signified their intention of taking part in the season's play. Here are the skips: W. Calder, J. Newcombe, T. Reith, F. Parker, J. Alder, G. Brown, J. Ball, L. Jones, D. Rathwell and T. Gislason.



Wednesday, December 7th saw the Season launched at a pleasing ceremony. Horace Short welcomed the members, H. Brock-Smith wished them all keen and healthful sport and Store Manager A. J. Gilbert threw the first rock and declared the 1949-50 season officially open. Before play began, Jim Alder called veteran curler Tom Reith to the front and presented him with a Life Membership in the club. Mr. Reith replied, expressing deep appreciation of the honour conferred on him.

The Passing Show

About people you know . . . their Coming and Goings, Parties and Play, Diamonds and Rings, . . . staff interests in and out of the store.

6th FLOOR

RECEIVING AND MARKING ROOM

Lois Kelly has left us to join her husband at Churchill, where he's stationed in the army. Best wishes for the future, Lois!

Via Zetterstrom has transferred to the Telephones Dept. The Marking Room folk wish you good luck at the switchboard Via!

Mary Heggs of the sixth floor Marking Room has luckily an attractive hand to match that attractive diamond she received recently. A Williamson is the lucky man. Congratulations Mary!

On September 24th at 5 o'clock in St. Nicholas' Church, **Alexandra Kraychuk** married Walter Zub. A reception was held in the Marlborough Blue Room. Our very best wishes for wedded bliss Alexandra and Walter!

BAKERY

At a happy party held at The Homestead, November 16th, **Mrs. C. Gray** was guest of honour. This was in celebration of her 15th year of service. Along with congratulations her fellow workers presented her with a memento of the occasion.

We welcome new members of Bakery and hope they will enjoy working here . . . **Miss Sophie Martin Mrs. E. Kraus, Miss H. Goodman, Mrs. Thelma Orr, and Mr. J. Jurkowski.**

TRAFFIC SIGNALS

Some weeks ago in the midst of the grand fall weather, members of Traffic held a jolly weiner roast at City Park. Everybody had a real old fashioned time, singing around a huge bonfire. We all came to work next morning in a happy frame of mind. This affair was in the nature of a housewarming and celebration of our new home on the Sixth Floor.

We were all surprised — and delighted when **Shirley McTaggart** announced her engagement to Mr. Mervyn Bell. Best wishes, Shirley and Merv!

5th FLOOR

GEORGIAN ROOM

Mrs. Lillian Lewis and **Mrs. Ann Korman** were recipients of good wishes and congratulations last month as each celebrated her 25th wedding anniversary. They were given presents from their fellow workers to commemorate the occasion.

Two girls are going around with a happy air these days . . . namely **Irene Delioncourt** and **Mildred Swanson**. They each received lovely diamonds in November. Congratulations and all the best for your future, girls!

Our deep sympathy is extended to **Mrs. Jessie Laingon** on the death of her mother and to **Dot Haggerty** on the loss of her sister.

TWO DEPARTING AD MEN BANQUETED

Before leaving the Store early in October, **Tom Simpkins** and **Joe Peterson** of the Advertising Department were honoured at a staff party held at "Vasalund" out at Headingly.

Mr. C. Potter on behalf of the staff presented Mr. Simpkins with a leather brief case and Mr. Peterson with a handsome travelling bag.

Both men expressed regret at severing connection with so many good friends in the store. They paid tribute to **C. Potter, T. Reith, J. McNichol, C. Page** and others, for the valuable instructions and experience they had gained while on the Winnipeg Ad Staff.

Those present at this affair were Mrs. A. Sharman, Mrs. J. Stocker, Misses L. Ewart, I. Gislason, E. Bernes, E. Hill, F. Renton, R. Salamanski, J. Williams, A. Wishart, Mr. C. Potter, T. Reith, M. Malden, T. Simpkins and J. Peterson.



ROSE SALAMANSKI AND HARRY SANDERS UNITE

So the Ad Office rang the bell! And a wedding bell at that! Yes, back last October 19th, a dynamic little lady, one **Rose Salamanski** exchanged marriage vows with **Harry** (Basement Smallwares) **Sanders**. The wedding was solemnized at St. Luke's Church. Rev. W. G. Birch officiated. Mrs. W. S. (Kay) Johnston was matron of honour for the bride. Groomsman was R. Sizeland. Ushers were Earl Pollard and Derek Smith. Very first in line to wish Rose and Harry every success and happiness were—who else?—the entire Ad Office!

Nobody but nobody! could be more warmly welcomed into our ranks than are **Barry Gibson** and **Peter Kelly** newest Ad men. Hope the fascination of the "ulcer racket" (advertising, to you) holds you with us for a good long time, fellas.

"CREDIT" JOTTINGS

Congratulations were extended to **Ed Argue**, Assistant Manager of the Credit Department on his transfer to Vancouver, December 1st. Before his departure his associates held a luncheon in his honour, at which affair Ed and wife, Mabel, received parting gifts.

And we take this occasion to congratulate the **Argues** on the arrival of a daughter Janie Loraine born November 21st.

We welcome a newcomer to our Staff, **Norman Coley**, and think he's a lucky fellow to be with such a staff of charming girls! By the way Norm won the Beaver Golf Cup this year. Good going, Norm!

FLASH! **Jean Grabiec** had to undergo an appendectomy on November 30th. By the time this sees print we expect to see her back, fit and well.

TOM SIMPKINS RESIGNS

After 23 years service with the Store as head of the Art Department in the Ad Office. **Tom Simpkins** has left the Company to set up his own studio as a Free Lance Artist.

With his skill and wide experience he should do well. Mr. Simpkins has served the Store faithfully throughout his long service turning out an immense amount of drawings used to illustrate our ads.

His specialty is drawing shoes and there is hardly an artist in Canada who can surpass him in this line but, besides shoes, Mr. Simpkins can turn his talents to many other lines of Merchandise, Furniture Draperies, Housewares, Appliances, Staples, institutional Ideas and Lettering, to name but a few.

Twice during his service with the Store Tom Simpkins was successful in winning substantial cash awards in Company-Wide Competitions for designing new labels and packages for Company products.

Mr. Simpkins is an ardent golfer and likes to ride horseback and ski. We hope he will find time to indulge in these recreations while building up his new business.

TWO OLD FRIENDS LEAVE THE FOLD!

Fred Balls for the past few years manager of Boys' Furnishings and clothing has been transferred to the Retail Stores Office at HBC House. Mr. Balls has been with Retail for more than 10 years. He worked in the Coal Office before joining the R.C.A. in 1941. "Best wishes, Fred in your new work!"

Another employee of more than 10 years service, **Miss M. I. Reid** was posted to the Victoria store last month. Mary Reid started in the Flower Shop, became manager of that division and for the past 3 years has been manager of Art Needle. Your many friends in Winnipeg wish you much happiness and success out West, Mary!

3rd FLOOR



BEAUTY SALON

Joyce Salt has left to take on a married career. On October 6th she was united in wedlock to Mr. John Morris at Elkhorn, Man. The happy couple spent their honeymoon at Vancouver. We were unable to get a picture of the bride in her wedding array — but she is shown above looking happy in anticipation of the great day. Best wishes, Joyce!

Is your hair-do in style girls? The trend is still for short hair and "Town Talk" is the most popular. Come up and see us sometime. Let's glamorize you for the New Year!

A departmental Social was held November 10th at "**Barber Marks**" home and all who attended had a grand time. A highlight of the party was a trio rendered by **Julie Hales, Mr. A. Wood** and **H. Cardno**.

Esther Weise gave a mock demonstration of a typical Beauty Treatment as given in our Salon—the "guinea pig" being Mr. Cardno. Glad to say he survived the ordeal. Eats and dancing ended a most enjoyable affair.

We are strutting around in the reflected glory earned by one of our members on the Golf Course. **Flo Ulliyot** again won the Lady Hudson Golf Trophy as leading lady player in the Store. Congratulations, Flo!

SPORTSWEAR

Ted Burton is a happy man these days. First a new daughter arrived a few weeks ago. That's two girls for Ted now. Store management thought the Stork was a little too easy on Ted—three women not enough—so they installed him as Head of Sales in Sportswear where he is surrounded by more women. We congratulate Ted and hope he will be very happy here — we know most of the men envy you.

Mrs. Yates is getting ready to "spoil" a brand new grand-daughter who arrived a few weeks ago.

We are pleased to welcome **Dorothy Oliver**, transferred to Sportswear from the Gown Shop. Happy times, Dot!

DRESSES

Two new members for whom we put out the welcome mat—**Mrs. J. Evanson**, after a long period as a spare is now on the Permanent Staff in Dresses. We are all happy for you "Evie". Your Irish wit and friendly smile are contagious!

The other new comer is **Mrs. Muzyk**. We hope you'll like working on the "Posh" new Fashion Floor.

Everyone on the Third Floor was sorry to hear of **Kay Carberry's** sad bereavement in the loss of her sister. Our deep and sincere sympathy Kay!

ALTERATION ROOM

We are sorry to report that **Mrs. Woriman** is still on the sick list. We all hope you will be feeling better soon.

HOUSEDRESSES AND UNIFORMS

All our best wishes to **Angela Hoyne**, who became Mrs. Joe MacDonald on September 27th, and **Fay Myers**, who became Mrs. Allen Greenberg on October 4th.

LINGERIE, CORSETS

A belated welcome but none-the-less sincere to two new members of "undies". **Mary Sulkers** and **Rosina Holt**. This welcome is also extended to newcomers **Mrs. Remant** of Lingerie and **Miss Leach**, of Corsets.

MILLINERY

Plenty of social "Do's" in Millinery these days, must be a good department to work in. **Mrs. L. Ruse** entertained the girls at a party in her home some weeks ago. And **Mrs. Wakesdale** held a housewarming at her new home on Bartlett Avenue. Lots of fun and laughter at both affairs.

Welcome and congratulations to **Miss M. Cherry** on her appointment as Head of Sales in Millinery.

COATS AND SUITS

With his transfer to Coats came a new baby daughter for **Mr. D. Nash**. Congratulations! That's three girls now—are you emulating "**Bing**" or **Eddie Cantor**" Don?

Hearty welcome to **Germaine Margus**, Teener's Shop and **Evelyn Gable** of House Dresses.

A BLONDE'S STORY

I am a girl, blonde alright, with soulful brown eyes, quite an eyeful!

My life in a London flat, England, was dull in the extreme, little outings here and there and food that would make even a dog turn up her nose.

A friend of mine lived in the country and his tales of country life made my mouth water—ponds to swim in, woods to run through—Alas! It was not for me. And then one day the folks began packing furiously, men came and took out all our cases and then commenced the most exciting part of my young life.

By car, by train and then boat—and Oh! the food—I can smell it yet—plates of steaming hot chops and steaks—seven days of heaven—

Then came more flutter—cards to be stamped by Doctors—one even forced my mouth open to look at my teeth—and then my eyes and said "Quite a baby" and slapped my behind—the folks just laughed.

Another train for days—everyone was very kind and I did enjoy the walks in the snow every time the train stopped. My compartment was chock full of parcels and packages—for you see it was almost Christmas Eve.

After seven days we arrived on Vancouver Island where our home was to be and I nearly died of excitement when I saw it all—a little white house in the woods—lots of tall friendly trees and a blue lake to swim in—freedom at last.

I heard the folks say all this had cost a good deal of money, so I said to myself—I'm a blonde and beautiful—what can I do about it? Can you guess folks?

(Continued on Inside Back Cover)

2nd FLOOR

DRESS GOODS

Our best wishes go with **Helen Michlenko** who has left us to work in the Juvenile Department.

And all the best to **Reg Gargan**, an old time employee and fellow worker in Dress Goods. Reg has left to engage in other work. Hope you succeed, Reg!

WOMEN'S SHOES

A Hearty Welcome from all of us to **Mr. G. McLeod**, our new Head of Sales who comes to us from Men's Shoes, Main Floor.

And to new-comer **Kay Jamieson**, we say "Glad to greet you, hope you'll like your work!"

Al Horner, after several years learning the ropes" in the Shoe business has moved up a step. He has been transferred to Basement Shoes to a more responsible position. Congratulations Al!

ELEVATORS

Recently we welcomed two new girls to our Department. **Cidele Sheeran** from the Order Board and **Joan Watson** from the Cashiers and Wrappers.

We hope you both enjoy your new up and down life!

MAIN FLOOR

DELIVERY DITTIES

GOOD WORK, LES!

What might have resulted in a disastrous fire was quickly and effectively subdued by the alertness of **Les Low**. He was delivering a purchase at the home of a prominent citizen when he spied the fire. Les promptly phoned the Fire Brigade then proceeded to alarm the occupants of the home. By the time the brigade arrived, Les and the lady of the house had the blaze under control. Hats off to Les! That's really being a Good Neighbor!

Here's a hint from one of the men who delivers the goods! He says our October Bay Days brought out the need of a good deal more co-operation from the selling staffs. We are sure that members of the selling staffs will do their best to write clearly, showing correct address on sales bills . . . and see that parcels arrive in the delivery promptly.

The drivers are after that Beaver Golf Trophy, so watch out next year! Congratulations to **Ed Sinclair** who made the Semi-Final this year!

Deep sympathy is extended to **Leo Rondeau** whose Father died suddenly last month!

Glad to see **John Buisman** back at work—fully recovered from an accident he suffered while delivering on his Headingly Route!

That's a lovely sparkler on the assigned finger of **Florence Schmidt**. Our sincere congratulations, Flo!

We all hope that **Bill Oakes** and his family will spend many happy years in the new home that Bill has just completed. How about a Housewarming?

JEWELRY

The sincere sympathy of all fellow workers is extended to **Mrs. Hanna** on the recent death of her father.

MEN'S CLOTHING

Good luck and best wishes to **Earl Polard**, our Assistant Manager on his recent transfer as Department Manager of the Boys' Clothing.

Earl has been a popular member of The Clothing Department for the past 2 years. "Our loss is their gain."

Gwen Quinn our faithful cashier for the past three years has been transferred to the selling staff. Best of luck to you Gwen in your new position!

Ronald Gresbrecht and **Tony King** are recent new comers to our staff and we wish them a pleasant and lasting stay, and we almost forgot **Bob Selick**, but better late than never.

Don Forsythe has been transferred from the Merchandise Office as our new Assistant Manager. Welcome Don and all the best for your future success!

We are sorry to report that **Wally Weston's** wife has been in hospital. A speedy recovery is the sincere wish of all. We hope that **Joe Laughton's** wife too, will soon be on the mend!

HOSIERY

We are pleased to welcome the following additions to our staff: **Misses C. Howland, N. Scarth** and **S. Flower**.

We said a sad goodbye last month to **Miss N. Whaley** who has chosen Toronto as her new home. Hope you like it down East!

Before **Miss E. Gabel** left us to show them how to sell up in housedresses, the girls of Hosiery entertained her at the Ricksha. She was presented with a parting gift and 'oodles' of good wishes.

A very pleasant afternoon was spent by all the staff when **Miss E. Bleakley** entertained at her home. First a delicious dinner then games and singing. The affair took place November 19th. Our sincere thanks to Miss Bleakley and Miss Horrocks, who so ably and cheerfully assisted!



L. to R. standing: Judy Trudeau, Lucy Chamberlain, Florence Hall, Jean Mohn, Mary Gauthier. Second Row: Ida Brier, Dorothy McFadyen, Thebma Fletcher, Marjorie May, Mrs. French, Mildred Killan. Third Row: Anna Swanchuk, Lorraine Gill, Ida Johnson, Elsie Hourie. Front Row: Gladys Bush, Rita Johnson.

JOLLY CANUCK

One night in November the girls of "Canuck" met at the home of **Mrs. Dorothy McFadyen** to pay honour to **Marjorie May**. The 'star' of the affair was presented with a smart gold compact. Presiding over refreshment tables were Mrs. McFadyen, Mrs. I. Johnson, Mrs. F. Hill and Rita Johnson. Games and songs made the time fly . . . all the girls agreed it was a lovely party.

Elsie Hourie and **Mrs. S. Fidler** are two co-workers whom we were sorry to lose last month. Each was given a pretty table lamp to take with them as reminders of happy days in the Jolly Canuck. We wish you both success in your new venture!

Jeanne Morin, our cashier, is flashing a lovely diamond on that certain finger. The lucky man is Bill Oulion. Best wishes, Jeanne!

ENGLISH, 'AS SHE IS WROTE' IN AFRICA

Copy of a letter received in the Buying Office from a firm in Nigeria.
(From "The Bay" London, England)

Dear Sirs,

We shall be very pleased if you will in due course let us have your aim and manners with which you will like to trade with us as we have today considered to work with you earnestly and unbendedly.

Hardware and cycle, cycle accessories are the lines which we are handling and we hope that you will get no hinderance in quoting to us so far we have made it known to you everything around our line.

Nevertheless we shall expect to hear from you per return mail and believing in advance that things shall be alright on the arrival of yours while we are once more promising our quick attention to all matters from you.

We beg to remain, Dear Sirs,

We are,

Yours faithfully,

Go Ahead, Smile! You'll Feel Better

The chaplain preached a forceful sermon on the Ten Commandments, sending one Airman away in a serious mood.

Eventually he brightened up. "Anyway," he muttered to himself, "I never made a graven image."

He: "I'm going to see a doctor about my wife. I don't like the way she looks."

2nd He: "I'll go along, I don't like the looks of mine either."

A pastor in Paris received a package from his nephew in America, in which was a plain tie, suitable for one of his calling. He wore it one evening when he called upon a very orthodox family. In the middle of philosophical conversation the light suddenly went out. It was pitch black, except for the pastor's "plain" tie, on which gleamed the request, "Kiss Me in the Dark."

"Hey," cried Satan to the new arrival. "You act as if you owned the place!"

"I do," came the reply. "My wife gave it to me before I came."

The hired man asked the farmer's little son to pass the salt. Looking at his mother, the boy hesitated. "Shall I give him the salt?" he whispered. "Daddy said he wasn't worth it."

A motorist was picked up unconscious after a smash-up and was being carried to a nearby filling station. Opening his eyes en route, he began to kick and struggle desperately to get away. Afterwards, he explained that the first thing he saw was a "Shell" sign, and "some idiot was standing in front of the 'S'".

Two sisters both spinsters, were sitting at home reading when one of them looked up from her paper and commented: "Here's an article describing the death of a woman's third husband. She has had all of her husbands cremated."

"Isn't that awful?" said the other. "Some of us can't even get one husband while others have husbands to burn."

A BLONDE'S STORY

(Continued from Page 22)

Well! I found me a real Canadian husband, blonde like me, and very handsome and now here I am—a resident of some eighteen months and last year I had five sons and three daughters and this year I had three sons and five daughters. So I reckon I've paid my way and though I am a blond—I'm not so dumb—for a dog.

From the Bay Window, Victoria Store Magazine

BONERS

A little knowledge is a dangerous thing. Here are a few choice examples of School Boys' "Howlers"!

A Bust is something a lady wears.

A Caucus is a dead animal.

An Evangelist is one who brings the gossip.

A Census Taker is a man who goes from house to house, increasing the population.

An Epistle is the wife of an apostle.

A Grass Widow is the wife of a vegetarian.

An optimist is a man who looks after your eyes, a pessimist looks after your feet.

A Refugee keeps order at a football match.

Caviar is the eggs of a surgeon.

Q.—Who was sorry when the Prodigal son returned?

A.—The Fatted Calf.

In the United States people are put to death by elocution.

A phlegmatic person is one who has chronic bronchitis.

Queen Victoria is the only queen who sat on a thorn for sixty-three years.

What did Paul Revere say at the end of his famous ride? Whoa!

False Doctrine means giving people the wrong medicine.

A tonsure is a priest's shaving his head, instead of cutting it off.





"WE HAVE SO MANY CHILDREN WE KNOW WHAT TO DO"

We amuse them in our cheery play room, while mothers do their shopping in peace of mind and comfort.



BARBARA ANN SCOTT VISITS THE STORE IN OCTOBER

Ken Haldane, representing Winnipeg Community Clubs, presents Barbara Ann with a Winnipeg Souvenir Pin; Betty Mitchell, Canadian Speed Skating Champion (of Hudson's Bay House) looks on.